



UTAH APARTMENT
ASSOCIATION

"We're Making History"

Event Schedule

8:00 AM
Registration
Trade Show Floor Opens

9:00 AM
Opening Ceremony

10:30 AM – 11:45 AM
Education Session # 1

12:00 PM - 1:30 PM
Keynote Lunch

2:15 PM – 3:15 PM
Education Session # 2

3:30 PM – 4:30 PM
Education Session # 3

4:45 PM
Prize Giveaways

5:00 PM
Trade Show Floor Closes

2007 Fair Housing Education Conference & Trade Show

April 25, 2007 8 a.m. - 5 p.m.
South Towne Expo Center, Hall 5
9575 S State Street Sandy, Utah



2007 Utah Apartment Association Fair Housing Education Conference & Trade Show



On April 25th, join hundreds of multifamily housing industry owners, developers, management teams, suppliers and service providers for the 2007 Fair Housing Education Conference and Trade Show. You will find experts, educational seminars, and exhibits dedicated to helping you increase your profits and streamline your operations. Learn how together as an industry "We're Making History" and forging a bright future for rental housing in Utah.

9:00 AM Opening Ceremonies



James Wood, Director
Bureau of Economic Research
University of Utah,
Eccles School of Business

Profile of the Utah Multi Family Market

Dr. James Wood, Director of the Bureau of Economic Research at the University of Utah Eccles School of Business will discuss the booming Utah economy and the state of housing and multi-family housing markets. Among his topics are his projections of rent increases, the sustainability of the Utah economy and job growth and future trends in Utah housing.

10:30 AM Education Session # 1 10:30 AM - 11:45

Keys to Leasing Greatness

Toni Blake

Learn the Keys to Leasing GREATNESS in telephone, follow-up, closing, over coming objections and property presentation. Toni's techniques have increased leasing at an average of 12 -17%! You don't want to miss this important and profitable program.

Developing "Unlimited Energy"

Laiya Moniak

In this special seminar, Laiya explains the "how" and "why" of peak energy and heightened life performance. She discusses living a life with powerful intent and discusses strategies from her book "Unlimited Energy for a sleep deprived, sugar coated, pill popping caffeine generation."

Meth and Mold Contamination

Brian Reid

Learn what challenges face you in the areas of Meth and mold contamination and how best to address issues that arise from contamination. Brian Reid is the Salt Lake County Health Department's expert on meth and mold and his seminars delivers timely and useful information.

Fair Housing for Property Managers ***Max Ryujin (10 AM - NOON)***

According to the presenter, the average award in a fair housing lawsuit is \$300,000 - \$600,000. Learn the national record keeping and tracking model for protecting yourself from fair housing lawsuits and fines. Max Ryujin is one of the creators of the national fair housing model for real estate professionals and property managers.

This course 2 CE Credits for Real Estate!



12:00 PM Keynote Lunch

Challenges Facing Our Industry

Local governments and housing advocates are constantly looking for new ways to create additional revenue or establish new rights and privileges for renters. From mandatory carbon monoxide detector ordinances, increasing license fees and property taxes, to exempting certain types of criminals from eviction, learn what you should be aware of and what the UAA government affairs committee is doing to protect your rights and inter-

PANEL: Landlord, attorney, and Speaker of Utah House Greg Curtis (invited), Landlord and House member Greg Hughes (invited), Property Manager and State Senator Michael Waddoups (invited), Attorney and UAA lobbyist Mike Ostermiller, Attorney and UAA PAC committee chair Kirk A. Cullimore, 2007 UAA Government Affairs Committee chair Eric Thompson.



2:15 PM Education Session # 2

2:15 PM - 3:15 PM

Keys to Retention Greatness

Toni Blake

Reduce turnover and increase revenue with this dynamic program. It includes a complete marketing plan, product research, overview and implementation plan. If you are tired of fighting occupancy numbers because of move outs -- you can't miss this powerful and innovative educational program.



Community Identity - Your Identity is You

Lori Snider

Your identity is who you are, your community or company's first impression. Identity is the seed from which all your marketing will grow, establishing roots and enabling your project to flourish.



Dominate your Market - The Best Team Wins

Bill Nye

This spectacular and unique program has audiences glued to their seats as Bill leads them through his 5-step program designed to help you build a "market dominating" team. You will leave this seminar highly charged and armed with the tools to be a better leader and a 5-step model that you can instantly put to work in your organization.



Issues Facing Government Subsidized Units

Learn about fair housing issues that face owners who accept federal money such as LITHC properties and anyone accepting housing vouchers including the new HUD regulations on domestic violence which prohibit any evictions in cases of domestic violence. Perfect for anyone who accepts housing.

3:30 PM Education Session # 3

3:30 PM - 4:30 PM

Keys to Leasing Greatness

Toni Blake

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Brochures, Websites and Collateral

Lori Snider

Your print materials convey information and answer questions. Be clear, be relevant. Brochures offer a rich opportunity to speak to a captive prospect in terms they care about and understand. Lori will show examples of what the experts do and help you apply those principles to your marketing.



Taking the Risk out of Emergency Service

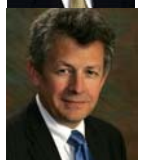
Bill Nye

Accidents have huge costs in terms of disruption of lives and potential liability. Every maintenance professional needs to attend this important training to learn how to stay sharp, avoid risk, and get the job done without causing any damage or creating potential liability.



Fair Housing - Biggest Problem Areas and Recent Legal Cases

There continue to be challenges and problems with fair housing in Utah. Join a panel of experts led by landlord/tenant attorney Kirk Cullimore as they discuss recent cases and the biggest problem areas in fair housing today!



REGISTRATION FORM

Mr. Ms. Mrs. Miss

FIRST NAME

LAST NAME

COMPANY

JOB TITLE

ADDRESS

CITY

STATE

ZIP

PHONE

FAX

EMAIL

PROPERTY

MEMBER

NON MEMBER

PLEASE CHECK ONE BOX

CONFERENCE ADMISSION \$15* (\$25**)

KEYNOTE LUNCH \$35* (\$45**)

CONFERENCE ADMISSION & LUNCH \$40* (\$50**)

* Before April 1, 2007 ** After April 1, 2007

Prices are for Members

Non-members please add \$15 to all prices listed above

METHOD OF PAYMENT

CHECK *

CREDIT CARD

CARD #

EXP DATE

SIGNATURE



April 25, 2007

8 a.m. - 5 p.m.

South Towne Expo Center, Hall 5
9575 S. State Street, Sandy, Utah

Register Online at
www.uaahq.org/events/month.php

PLEASE PRINT CLEARLY

***PAYMENT MUST BE
RECEIVED BEFORE
ENTRANCE TO THE
TRADE SHOW**

FAX TO THE
UTAH APARTMENT ASSOCIATION
801-484-8649

ANY QUESTIONS PLEASE CALL
801-487-5619



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